

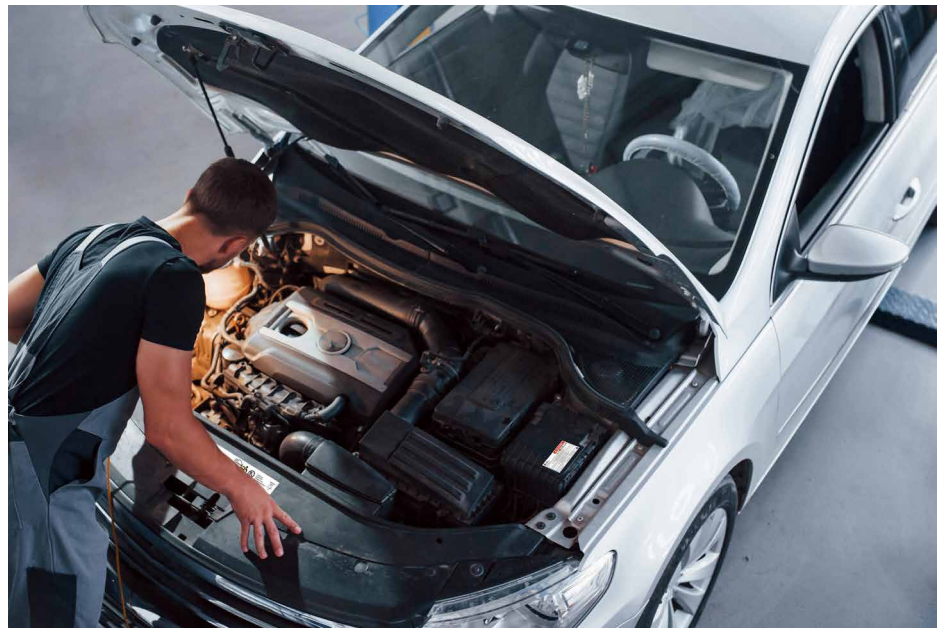
Automotive Label Materials

Labels + Packaging
Product Guide
Europe
2020



Materials and expertise for every part of the car

Each part of an automobile does a particular job. The same is true of our automotive labelling materials. Purpose-engineered to meet the specific demands of automotive components, our materials get the job done while meeting stringent regulations and specifications. Our technical experts can help you make sense of it all, so that you're to finish with flying colors.



Key Features

- The widest selection of materials to meet virtually any automotive need
- Purpose-engineered and pre-qualified for automotive, including EVs
- Low MOQs and short lead times
- Consultation from materials experts with deep automotive experience

Applications

Nearly any automotive application/Lightweight, difficult-to-label automotive components/ EV batteries and cables/Sealing, insulating and shielding in EVs



**From bonnet to boot,
the widest selection available**

Interior, exterior, and under the hood:
Wherever the label is being applied, we
have a material to match. Need custom
materials for a unique application?
We can quickly develop those as well.

Everything EV

Our range of solutions represents
materials specially designed for labelling
in electric vehicles, including solutions for
electric and hybrid car batteries, thermal-
conductive, high-shear adhesives,
solutions for insulating, shielding and
sealing, and RFID-enabled materials for
cables and other parts.










**Compliant materials for quick
qualification**

Our materials meet broadly industry
standards, and our technical teams can
help converters, OEM's and tier suppliers
qualify against all required specifications,
including IATF 16949, UL, CSA, IMDS,
ISO, FMVSS 302 and others. Our labs can
test for compliance under nearly any
condition; our compliance team tracks
evolving regulations so that our customers
know about them well in advance.

**RHA: An adhesive technology
engineered for today's automobiles**

As automotive components are
lightweight and made easier to clean,
typical adhesives don't provide sufficient
adhesion. Our specially designed rubber
hybridized adhesive technology (RHA)
delivers high-peel adhesion levels, along
with the chemical and temperature
resistance required for automotive
operating conditions. RHA is available
on standard face materials and can be
paired with different facestocks upon
request. Its special engineering makes
it easier to convert than comparable
heavy-coat adhesives.

Selection of OEM Specifications

Manufacturer	Specification	Description
	WSS-M99P41-A10/A72	Performance requirements for all Ford vehicle labels
	MS-13445	Performance requirements for Chrysler labels
	TL 52038	VW labels, self adhesive, material requirements
	GMW14573	Global performance requirements for labels
	TM-0030T-Y	Tesla self adhesive labels, interiors: exteriors
	GS 97058	BMW self adhesive labels, requirements, testings
	MS 373-12	Hyundai / Kia interior and exterior label specification
	DBL 8230	Mercedes-Benz requirements for self-adhesive labels
	TSM7508G	Toyota quality standard of materials for labels

Automotive Label Portfolio

Application	Code	Product Name	UL Recognition	MOQ(m ²)	Ready for shipment (days)
Metal	AA642	Transfer PET White Top AL170-BG42WH	Yes	100	(EXT) 1
	AA145	Transfer PET Matt White AL170-BG42WH 100	Yes	100	(EXT) 1
	AA645	Transfer PET Matt Chrome Top AL170-BG42WH	Yes	125	(RW) 1
	AA146	Transfer PET Matt Silver AL170-BG42WH	Yes	100	(EXT) 1
	BS912	Transfer PET Platinum TC19 AL170-BG45WH FSC	No	300	7
Paint and plastics	BN947	Transfer PET White Top S8029-BG42WH	Yes	300	1
	BN949	Transfer PET Matt White S8029-BG42WH	Yes	300	7
	BH781	Transfer PET Matt Chrome Top S8029-BG42WH	Yes	300	7
	BN950	Transfer PET Matt Silver S8029-BG42WH	Yes	300	7
	BS913	Transfer PET Platinum TC19 S8029-BG45WH FSC	No	300	7
Rough and low surface energy plastics	AJ059	Transfer PET White Top S8049-BG42WH BSS	Yes	125	(RW) 1
	AL854	Transfer PET Matt White S8049-BG42WH BSS	Yes	300	7
	AL852	Transfer PET Matt Chrome Top S8049-BG42WH BSS	Yes	300	7
	AJ060	Transfer PET Matt Silver S8049-BG42WH BSS	Yes	300	7
Interiors	BJ330	Transfer PET White Top S8002-BG42WH	Yes	100	(EXT) 1
	BL802	Transfer PET Matt White TC6 S8002-BG42WH	Yes	100	(EXT) 1
	BL799	Transfer PET Matt Chrome Top S8002-BG42WH	Yes	100	(EXT) 1
Textiles and PVC (with heat-activated adhesive)	BF049	PVC CAST White S8072-BG45WH	No	300	7
	BT959	Transfer PET125 White PT S8073-BG40WH	No	1,000	On demand
	BU102	PET16 Matt Silver S8074 PET30	No	1,000	On demand
Siliconised fabrics	AS191	Transfer PET36 Top White S8092-PET75	No	500	(RW) 1
Security and VOID	AB048	PET VOID Check Matt Chrome S8015 BG42WH	Yes	300	(EXT) 1
	AV544	PET VOID Check Matt Chrome S8039 BG42WH BSS	No	500	7
Overlamination film	AA647	Overlaminating PET 25 AL170-HF80	Yes	100	(EXT) 1

Start your engines

We're here to answer your questions and help you envision possibilities. Contact your usual sales representative, or visit label.averydennison.com

label.averydennison.com

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

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